

**WHAT IS CLAIMED IS:**

1. A method for creating a specific segment during broadcasting a program, comprising the steps of:

receiving a request of an user from an user terminal, which requests to create  
5 a specific segment, wherein the specific segment is part of the program; and  
creating the specific segment according to the request.

2. The method according to claim 1, further comprising the step of:  
sending the program to the user terminal.

3. The method according to claim 1, further comprising the step of:  
10 sending the created specific segment to the user terminal.

4. The method according to claim 1, further comprising the steps of:  
receiving a plurality of requests of different users from user terminals, which  
request to create the specific segment;  
making a statistical analysis of the received requests.

15 5. The method according to claim 4, wherein the statistical analysis is made  
according to a classification of the users.

6. The method according to claim 1, further comprising the step of:  
adding an additional information corresponding to the specific segment,  
wherein the additional information is used to explain the specific segment.

7. The method according to claim 6, further comprising the step of:

    sending the additional information to the user terminal for the user to request to send the specific segment.

8. The method according to claim 7, wherein the additional information is valid within a predetermined duration for the user to request to sending the specific segment.

9. An apparatus for creating a specific segment during broadcasting program, comprising:

    means for receiving a request of an user from an user terminal, which requests to create a specific segment, wherein the specific segment is part of the program; and

    means for creating the specific segment according to the request.

10. The apparatus according to claim 8, further comprising:

    sending means for sending the program to the user terminal.

11. The apparatus according to claim 10, wherein the sending means is arranged to send the created specific segment to the user terminal.

12. The apparatus according to claim 9, further comprising means for making the statistical analysis of the request.

13. The apparatus according to claim 9, wherein the creating apparatus is arranged to add an additional information corresponding to the specific segment, wherein the additional information is used to explain the specific segment.

14. The apparatus according to claim 13, wherein the sending apparatus is  
5 arranged to send the additional information to the user terminal for the user to request to send the specific segment.